



Demon International

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It's a terrible feeling to come out of the ski lodge and find that your snowboard has vanished into thin air. After many of their friends' snowboards were stolen, Keith and Brent Davidson recognized the opportunity to fill a niche in snowboard security. They spent months researching and developing a snowboard component that would allow riders to lock their boards. The result was the Stomplock, a variation on a typical stomp pad, which attaches to a board and allows a snowboarder to maintain his/her footing.

Like many new companies, Demon International was launched in 2000 by the Davidsons as a struggling basement operation. Keith and Brent's wives had to support them until they began to turn a profit. Their big break came in March of that year when they decided to take part in the SnowSports Industries America annual trade show in Las Vegas. Keith and Brent spent all of the money they had on licenses and fees and had to stay with a friend and live on bagels during the trade show. They sold nearly 3,800 Stomplocks coming home with \$40,000 in sales.

In eight short years, Demon International has grown from a one product operation to one of the top snowboard accessory companies in the nation with more than 100 cutting-edge snowboard products. The company's offerings include backcountry gloves with a built-in compass, body armor for men and women, and board tools. Demon International has over 2,000 domestic accounts and 28 distributors worldwide that utilize a distribution center in the Netherlands.

Because of the Davidsons' foresight and ingenuity, shredders now have a much more enjoyable experience, including a worry-free stop for a hot lunch in the lodge.